

The social contract for marketing and advertising in this country has evolved to the point that advertisers subsidize an information service in return for their access to an audience. This is true for broadcast media, print media, and the internet. If I choose to pay a premium for an information service, one of the privileges that comes with that premium is freedom from advertising. My telephone service falls in the category of a premium service unsubsidized by advertisers. Therefore, I expect my phone service to remain free from advertising of any kind until the advertisers offer a significant subsidy for my phone service. Governments should protect the rights of telephone subscribers to maintain such control of their information services. I fully support the New Jersey 'Do Not Call' law and the Telephone Consumer Protection Act.